



Approved Audits/Applications Committee 2/9/09

ORGANIZATION NAME ..... Flathead CVB  
 PROJECT NAME ..... Sunset Magazine  
 APPLICATION COMPLETED BY ..... Dori Muehlhof, Executive Director  
 DATE SUBMITTED ..... February 23, 2009

Approval Requested:

XXX Final

Preliminary

**Project Overview**

The Flathead CVB would like to use funds from our budget for Consumer Marketing/Print Placement for advertising in Sunset Magazine. We would place three (3) 2" 4C travel directory ads in the PNW editions (April/May/June). In addition, the magazine is providing us a FREE 1/6 page ad in their Summer Travel Tips section (May).

These include FREE reader service and FREE hotlinks to our web site.

The PNW edition covers ID, BC, WA, OR & AL, with a circulation of 260,000 and a readership of 1,008,800.

Note: We did not have Sunset Magazine listed in our original Marketing Plan, thus this request...

**Project Objectives**

1. Increase inquiries to the call center by 5% over FY'07.
2. Increase use of the web site by 10% over FY'07
3. Increase lodging occupancy, thus Bed Tax Collections within Kalispell by 1% over FY'07
4. Increase lodging occupancy, thus Bed Tax Collections within Flathead County & Lake County by 1% over FY'07

*These objectives support the following marketing goals:*

- Increase awareness of the Flathead Valley as a year-round destination.
- Increase visitation & length of stay among resident and non-resident travelers.
- Increase return visitation.

**Support of the FCVB Marketing Plan**

This publication reaches both our geographic and demographic consumer target markets.

**Support the Travel Montana Strategic Plan - YES**

This project meets the following objectives:

- A.3.3: Capture More Pass-Through Travelers with Mini-Packages
- A.6.1: Refine Montana's Niche and "Brand" in the Meeting/Convention Market; Determine Feasibility of Enhanced Meeting & Convention Facilities
- A.6.3: Use Local Historical/Cultural Attractions to Enhance Venue Offerings

**Method of Project Evaluation**

Quantifiable lead generation  
 Web Link Traffic

**Budget (Consumer Marketing – Print Placement)**

April 2" 4-C Travel Directory .....	\$1,103
May 2" 4-C Travel Directory .....	\$1,103
May 1/6 Page Summer Travel Tips .....	\$0
June 2" 4-C Travel Directory .....	\$1,103

Total Budget **\$3,309 (Consumer Marketing/Print Placement)**

**Flathead Convention & Visitor Bureau**

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